packet | NS1.

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Kris Beevers | Founder, CEO NS1

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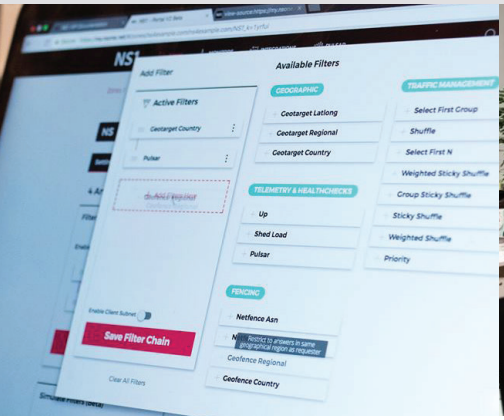
The Domain Name System, DNS for short, provides a worldwide directory service for the Internet.

"When a user requests a site, most DNS providers make a guess as to where the user is located based on their IP and send them to the closest data center that's up," says Jonathan Sullivan, co-founder and chief product officer. "So it's like GPS in the year 2000: You put in Home Depot, and it knows where the closest one is, but it has no idea what the traffic is like on the way there or what the conditions are like in the store—if it's on fire, those kinds of things."

Enter NS1. Just as Google Maps and Waze improved upon GPS's capabilities, NS1 is doing the same for Internet traffic management.

The use cases range from providing and directing traffic to a disaster recovery environment if a business experiences a data center failure, to routing traffic for large companies that have their own networks with dozens of data centers around the world. Another use case that has become crucial in this age of frequent DDoS attacks is DNS redundancy. As Kris Beevers, CEO and co-founder, explains, that means "having multiple DNS networks online that are physically independent of each other so that if one of them comes under attack, the other one picks up the slack and keeps their property online." In fact, "We've seen, especially in the last year or so, an alarming ramp up in malicious activity," says Beevers. "We're often the target of attack because of the critical position we have in our customers' stacks, which means if we have a service-impacting issue, our customers have a service impacting issue, and their business is impacted. For us, that reinforces the importance of resiliency in our own infrastructure."

This need for resiliency ultimately led NS1 to leverage Packet infrastructure. However, it didn't start that way. "Our very first use case for Packet actually was around mitigating large DDoS incidents," says Beevers. "We were receiving a huge influx of malicious traffic and needed to burst our capacity quickly in key markets to absorb and mitigate attacks. Due to our need for high-performing bare metal servers, advanced networking capabilities, and low latency delivery, most cloud providers weren't an option. Packet's ability to provide these resources on demand enabled us to automate around our nuanced use cases."



Now, Beevers says, "we spin up and down servers at Packet, every day. Sometimes it is for capacity reasons, like to burst to absorb workloads, but often simply because we're growing so fast and we need to scale up additional infrastructure." Without Packet's focus on automation, it simply wouldn't work. NS1 has thousands of servers in use and a DevOps team of fewer than five people to manage them all. As such, Beevers adds, "the only way that our team's scale is decoupled from our traffic and platform scale is through automation. Combining Packet's rock solid automation with the predictability of bare metal infrastructure has been a huge win for us."

"Packet is one of the most exciting substrate businesses that we've seen in a long time," says Beevers. "Providing on-demand access to fundamental infrastructure is really critical for how a lot of applications are developing, including ours. It's clear that AWS-style public clouds are not the answer for all things—there really are workloads that demand access to physical hardware. With Packet, we've found this perfect combination of bleeding-edge automation and access to raw hardware that enables us to do what we need to do."

"The old adage is, you can pick two of three when it comes to speed, reliability and cost. Packet actually delivers all three. You can get infrastructure in a click or an API call, it's incredibly reliable because there's no virtualization, and it's cost competitive with the biggest players out there."

BUILD A BETTER INTERNET™

Packet is the leading bare metal cloud for developers. Its proprietary technology automates physical servers and networks without the use of virtualization or multi-tenancy–powering over 60k deployments each month in its 20 global datacenters.

Founded in 2014 and based in New York City, Packet has quickly become the provider of choice for leading enterprises, SaaS companies, and software innovators. In addition to its public cloud, Packet's unique "Private Deployment" model enables companies to automate their own infrastructure in facilities all over the world. Learn more and view other customer stories at www.packet.com.